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APR 26 2004

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s):  
Rabindranath Dutta

Serial No. 09/736,414

Filed: December 14, 2000

Title: INTEGRATING CONTENT WITH  
VIRTUAL ADVERTISEMENTS  
USING VECTOR GRAPHICS  
IMAGES OBTAINABLE ON THE  
WEB

Group/Art Unit: 2672

Examiner: J. Brier

Atty. Dkt. No. 5468-05800  
AUS9000687US1

OFFICIAL

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Service as First Class Mail in an envelope addressed to:  
Commissioner for Patents, P.O. Box 1420, Alexandria, VA  
22313, on the date indicated below:

April 26, 2004  
Date

Kevin J. Daffer

SUPPLEMENTAL AMENDMENTBox: RCE  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

The captioned application is a request for continued examination ("RCE") of application 09/736,414 filed December 14, 2000. This paper is submitted in response to the Final Office Action mailed December 24, 2003 and the Advisory Action mailed March 16, 2004, to further highlight reasons why the application is in condition for allowance. Prior to initial reexamination of the application, please amend the case as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.

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SN 09/736,414 Supplemental Amendment